Amit JASANI

GRAPHICS DESIGNER

gmail@gmail.com
123.456.7890

HELLO

I'm a highly energetic, fast-thinking, passionate person.
My curiosity about what drives people combined with a strong sense of empathy push me to craft insight-driven, compelling stories and experiences that matter to people.

EXPERIENCE

LEO BURNETT
BRAND STRATEGIST | 2014 - PRESENT

- Create and lead brand purpose and architecture workshops with senior clients.
- Develop insight-driven strategic territories for creative communications across multiple channels.
- Evaluate work and collaborate in refining creative to meet strategic goals.
- Create briefs to inspire and focus work rooted in the intersection of business objectives and consumer wants.
- Develop strategy for website redesigns.
- Strategically focus communication hierarchies depending on channel for most impactful massaging.
- Design content strategy for cause-based marketing platform.
- Lead creative brainstorm sessions.
- Conduct qualitative research.

EXECUTIVES BREAKFAST CLUB
EXECUTIVE DIRECTOR | 2009 - PRESENT

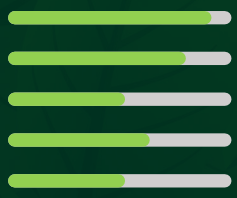
- Produce a monthly event about transformational leadership.
- Identify interesting, values-driven leaders and invite them to share their leadership journey.
- Write compelling interviews that reveal insights about forging effective leaders.
- Facilitate networking with like-minded and values-driven people.
- Manage all marketing communications promoting events and membership across platforms. © CVtemplatemaster.com

AKIRA + PALLANDROME LLC
EVENT DIRECTOR | 2006 - 2009

- Conceptualized and produced experiential marketing events.
- Partnered with various businesses and sponsors for co-branded experiences.
- Managed timelines, budgets, entertainment and all event components.

SKILLS

BRAND STRATEGY
EXPERIENTIAL EVENTS
CROSS CHANNEL MARKETING
CAUSE MARKETING
CONTENT STRATEGY



EDUCATION

DEPAUL UNIVERSITY
BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT

7 Years of conducting personal, one-on-one interviews with top leaders in corporations, small businesses, athletics, and non-profits, Executives Breakfast Club.

*REFERENCES AND PERSONAL INFORMATION UPON REQUEST